



NEWS RELEASE

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FOR IMMEDIATE RELEASE

Students see distracted driving as top traffic safety concern

High school-based teen project expands in second year

Michigan's Strive For A Safer Drive (S4SD) has more than doubled the number of participating high schools during the 2012-2013 school-year, expanding the number of students impacted by teen-led safe driving messages to more than 40,000.

The program, a public-private partnership between AAA Michigan, Ford Driving Skills for Life and the Michigan Office of Highway Safety Planning, seeks to address the leading cause of death for teens, traffic crashes. S4SD will provide funding and resources to help teens talk to other teens about safe driving.

The campaign topics highlight what teens see as their biggest traffic safety issue: distracted driving. Of the 34 participating high schools, 27 selected distracted driving as the focus of their campaign. The campaigns will include information on the reality of how dangerous distracted driving can be, tips for being good passengers and pledges to not text while driving.

The S4SD participating schools are:

Genesee County:	Clio, Flint-Northern and Swartz Creek
Ingham County:	East Lansing, Eastern, Holt, Okemos and Williamson
Jackson County:	Napoleon, Springport and Vandercook Lake
Kent County:	Greenville
Livingston County:	Fowlerville
Macomb County:	De La Salle and Utica
Oakland County:	Clarkston, Lahser, Lake Orion, Lamphere, Oxford Bridges, Rochester Hills City Youth Council and University Ferndale
Ottawa County:	Careerline and Grand Haven
Saginaw County:	Swan Valley
St. Clair County:	Cardinal Mooney and Yale
Washtenaw County:	Milan
Wayne County:	Cass Tech, Clarenceville, Esdel Ford, Gabriel Richard Catholic, Plymouth-Canton Educational Park and Westwood Cyber

Each school will receive \$2,000 for students to create teen-led traffic safety campaigns aimed at educating their fellow classmates. Following a series of activities, the schools determined to have the top campaigns will be eligible to send students to a free hands-on driving clinic with professional driving instructors.

S4SD is open to high schools in the top counties for teen traffic fatalities and serious injuries. Sixteen high schools participated in the 2011-2012 S4SD pilot year. Of those, 15 focused their campaign on distracted driving.

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